

**ACTIVE PROFILING SYSTEM FOR TRACKING AND QUANTIFYING
CUSTOMER CONVERSION EFFICIENCY**

ABSTRACT OF THE DISCLOSURE

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A method and system are provided for compiling a customer profile. A database that includes identification information for customers is maintained. Customers who physically visit a first entity are identified from the information maintained in the database. Some of those customers execute a transaction with the first entity and some of those customers do not execute a transaction with the first entity.

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